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# Comparison of Behavior between Sexual Minority and Heterosexual Sport Spectator in Thailand

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## **Abstract**

# **Comparison of Behavior between Sexual Minority and Heterosexual Spectator in Thailand**

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The purpose of this study is examining how different and similar among male, female, and LGBT behavior of spectator in the case of Volleyball Nations League 2018 in Thailand. Samples of the study are the spectators who participate in the Volleyball Nations League 2018, held in Thailand, from 5<sup>th</sup> to 7<sup>th</sup> June 2018. They are asked to complete a questionnaire designed to assess their sport spectator behavior. The result indicates that male, female, and LGBT have different level of

passion, loyalty, and involvement. So the characteristics of each gender play such an important role for predicting spectator. Gender is the independent variables that could affect the passion for volleyball, loyalty for the team, spectator involvement, and spending. The result of this research could increase efficiency for approaching to male, female, and LGBT spectators. Organizer could attract more spectators and conduct the event to be successful.

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**Keywords:** LGBT, Emotions, Fan Loyalty, Spectator Behavior, Fan Involvement, Self-expression, Passion

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# **Chapter 1. Introduction**

## **1.1 Current Context**

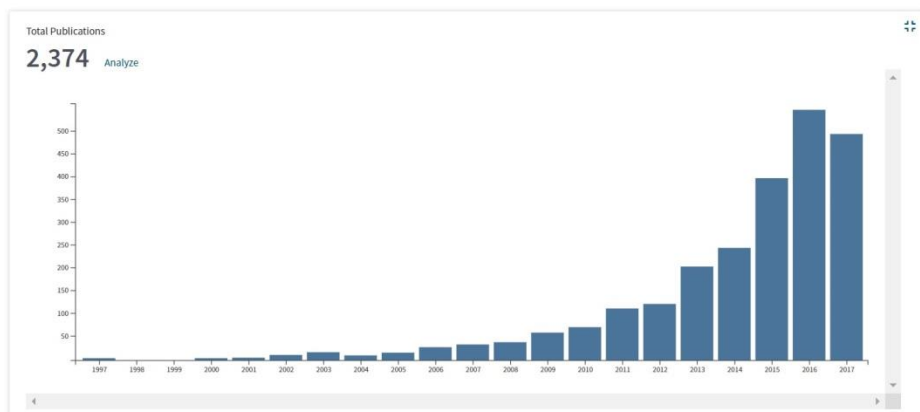
LGBT is from Lesbian, Gay, Bisexual, and Transgender. There is increasing number of LGBT in current society. There is both obvious and unobvious self-expression. LGBT is the group of people who love the same gender (Pongsit Nijpaiboon, 2013). In the past, American Psychiatrist considered that loving same gender was one of the Psychological Disorders and it was announced for cancellation in 1973. There is no evidence that can identify the cause of being LGBT but they assumed that treating the children is the main factor. Especially a boy who is treated protectively by his mom that makes the boy doesn't close to his father and he can feel that the female has more leadership than male. So the boy would like to copy his mother but there is not enough obvious evidence for this principle. Until last 20 years ago, there was some research identifies that loving the same gender was from the heredity more than the treating by the parents.

In 2016, LGBT-Capital.com, the global center of LGBT website has estimated the population of LGBT that there are 450 million people who are in the group of LGBT out of 7,300 million people of the global population. ExperianInformation Solution Inc. mentions that most of LGBT have the

high salary. It is higher than the male-female family around \$ 13,400 annually. LGBT doesn't have any child, so they have high power for buying and LGBT has higher brand loyalty than male or female.

The majority of lesbian, gay and bisexual respondents (94%) reported they have taken part in sport in the last 12 months; and over 80% said they think it is fun to take part in sport and important to take part in sport regularly. LGB individuals also expressed interest in participating and volunteering in sport more (Stonewall Cymru, 2012). Nowadays, as the people know sports turn into more of important sections in human society whether health, entertainment, education, culture, values, people's lifestyle, business, economy, or reputation. There are stakeholders who drive the sports industry such as athlete, spectator, organization, institution, commercial entities, directly or indirectly interested in enterprise's activities in the pursuit of its goals. (Clarkson, 1995) The spectator isn't connected to the only result of competition but also is connected to the entertainment value of the event; the general atmosphere, interactions, and services experienced in the stadium. (Mike Tomlinson, Francis Buttle, & Brain Moores, 1995) There are many variables which affect to fan behavior such as gender, education, motivation, emotion, expectation, satisfaction and so on.

The research which related to LGBT is increasing nowadays whether LGBT with tourism or LGBT with athlete performance or LGBT youth with family. Since 2015, the number of the research which related to LGBT has increased double every year. Now there are 2,374 researches which related to LGBT have published.



**Figure 1.** Citation Report for the Result of “LGBT” research from Web of Science

National Volleyball League is women volleyball world competition or its old name was FIVB (Federation of International Volleyball) World Grand Prix. This competition is the annual tournament. It was created in 1993 as part of the FIVB’s marketing strategy to promote volleyball. It was modeled after the World League, a successful event for men that had been introduced three years before. The World Grand Prix made women’s volleyball very popular in East Asia. In 2004, the competition is maintained

mainly with the support of Asian investors. The early competitions and the finals were usually held in East Asia, because the volleyball market in East Asia is large and has a large spectator such as Hong Kong. Later, some competitions were held in Europe and the United States, for example, the 2003 final was held for the first time in Italy, and 2015 final was held in the United States. It is purely commercial competition, so the winner of the Grand Prix has created stars for female volleyball players, and thus contributed to the promotion of the sport of female volleyball in the world.

#### 1.1.1 The Case of Volleyball in Thailand

20 years ago, there is one men volleyball team in Thailand. All of them are gay except setter of the team, he is straight and they had never won in the National Volleyball Game but after a new coach was in charge of this team, they won the first place in the National Volleyball Game. A movie company made this legacy to be in the movie. It was a very popular movie but the perception of people in Thailand has changed. They considered Volleyball is a sport for LGBT. The people in the LGBT group enjoyed Volleyball as players and spectators. After this phenomenon, Volleyball has become more popular.



10 years later, the volleyball trend was decreasing. The volleyball was not really popular anymore if it compared with Football but in 2013, there was another phenomenon that changed the volleyball industry. Thailand was the host of Asian Volleyball Championship. In the qualification round, the Thai team won Japan team. It was the starting point that made people were interested in volleyball again. In the Semi-Final, Thailand competed with China. There were 3,000 people who queued up for buying the ticket while it was raining and flooding. This competition would start at 4 pm but people queued up since 4 am. It happened because Thai team won Japan team in Qualification round. The Thai Team won China team and would compete with Japan team again in Final Round.

Final Round between Thailand and Japan would start at 6 pm but the first person who queued up for buying ticket came to wait since 2 am. There was no a situation like this had happened in Thailand. Finally, Thai Women Volleyball Team won the first place in this competition. They beat China and Japan which is the top 10 in the world. After this phenomenon, Volleyball was becoming to be popular again. In 2016, Thailand was the host in Volleyball World Grand Prix 2016. There was 7 days of competition. The ticket was sold through the website and it sold out in 5

minutes. It was a confirmation that the Thai Women's National Volleyball Team is so popular and can attract more fans.

Now there is many Thai Women's National Volleyball players go abroad to join the high ranking team in the international competition such as Japan League, Russian League, Kazakhstan League, and so on. For another side of their popularity except for sports performance, they are similar to idols. They did many advertising, photo shooting, TV program, music video, and so on.

## **12. Research Significant**

The importance of studying the behavior of sports spectator is reflected by the increasing percentage of approaching spectator by gender category. The purpose of this study is examining how different and similar among male, female, and LGBT spectator behavior in the case of National Volleyball League 2018 in Thailand. Nowadays, the fan can influence sports association, business, competition, and team. There are many phenomena happened because of the fan. As same as Thailand, Thailand is the host of National Volleyball League every year whether it is qualification round or final round. This research can classify and identify the spectator's behavior. It can increase efficiency for approaching to male, female, and LGBT

spectator in term of marketing, spectator expectation, spectator attraction, and so on.

### **1.3 Research Questions**

In order to fulfill the purpose of the present study the following questions are required to answer:

RQ1. How is the passion for volleyball of spectator in Volleyball Nations League 2018 in Thailand?

RQ2. How is the loyalty to the team of spectator in Volleyball Nations League 2018 in Thailand?

RQ3. How is the spectator involvement of in Volleyball Nations League 2018 in Thailand?

## **Chapter2. Review of Literature**

### **2.1 Differences between Men and Women**

Men and women are different in many opponents. Firstly, difference between men and women which people could see is physical appearance but interested thing is differences that have been identified in the brain. Although the brains of men and women are highly similar but they show consistent differences that have important implications for each gender. For example, it has been found that the parietal cortex of men is larger than women. This area of the brain is the spatial perception controller. It can explain why men have a naturally awareness of the area around better than women and they found that Inferior-parietal lobule (IPL) in men's brain is bigger than women's. IPL is thought for control a person's ability, explaining why men have a naturally better ability to complete mathematics mentally than women. (Tuck C Ngun, Negar Ghahramani, Francisco J. Sanchez, Sven Bocklandt, & Eric Vilain, 2011) (Margrit Bradley, 2011)

There is a research which examines what the differences between men and women in physical and mental follow;

### 2.1.1 Physical Difference

Men are strong, due to more muscles and due to higher testosterone levels. Men's eyes are more sensitive to small details and moving objects, while women are more perceptive to color changes. Also men's eyes are better on focusing on a target and weak on objects on their periphery. The peripheral vision of women is better. Men tend to store excess fat on the belly. Women store excess fat on thighs and rear more.

### 2.1.2 Mental Difference

Women are better at multitasking while men are better at concentrating at one thing at a time. You can notice that when men seem deaf when watching television or paying attention to the radio. Women think more emotionally whereas men tend to be more logical often.

There is another research which examine about gender differences in consumer search behavior. For men, they use a broader set of search terms to cast a wider net, spend more time on search engine results pages than women, 5.4 times more likely than women to consider results lower on the page, and view 3 more pages than women on average. For women, they use more specific search queries for more focused results. They don't scroll down the search engine results page as much as men and primarily focus on

result number 2 and number 3. They open additional browser tabs to conduct more complex searches. They spend more time browsing websites and repeatedly view previous results. Table 1 can summarize the characteristic of men and women for consumer search behavior.

**Table 1.** Gender Differences in Consumer Search Behavior (Gerald Murphy & Sandra McDill, 2015)

Men	Women
Use a broader set of search terms to cast a wider net	Use more specific search queries for more focused results
Spend more time on search engine results pages than women	Do not scroll down the search engine results page as much as men and primarily focus on results #2 and #3
5.4 times more likely than women to consider results lower on the page	Open additional browser tabs to conduct more complex searches
On average, view 3 more pages than women	Spend more time browsing websites and repeatedly view previous results

Some research found that men spent more time watching sports on television than women, had greater knowledge of sports than women, and different motivations for watching sports on television than women (Gantz & Wenner, 1991).

## **2.2 LGBT identities**

There is growing recognition of the experience and diversity of sexual orientation beyond “heterosexual,” “gay,” and “lesbian” identities and this recognition has led to challenges to the traditional stage models of sexual orientation identity development. It has found that bisexuals experience identity processes differently from the way lesbians and gay men do (Fox, 1995; Klein, 1990, 1993). For example, some individuals may come to bisexual identity after self-labeling as lesbian or gay. Others may identify bisexual feelings from childhood onward; still, others may not become aware of bisexual feelings until after experiencing heterosexual relationships or marriages. One such example is the existence of “Two Spirit” identities that blend Western notions of gender identity and sexual orientation within Native American communities (Brown, 1997).

There is a research mention that LGBT has higher brand loyalty than male or female. Psychological commitment, in turn, influences attitudinal

loyalty, and eventually, attitudinal loyalty has direct effects on behavior (Stavros Tachis, 2015). The advantages of delighting customer are: acquiring positive word-of-mouth (Torres & Kline, 2006), receiving higher royalties, maintaining better customer retention (Hicks et al., 2005; Torres & Kline, 2006). Passion is one of the factors that affect to fan behavior. It has changed the fan behaviors and their life.

In 1991, Doctor Richard and Doctor Michael had studied LGBT behavior for male twins. They had the same chromosome. If one of them was gay, another one also had 50% chance to be gay. On the other hand, twin with different chromosome, there was 20% that can be a gay. In spite of both cases were got the same treatment such as food, touch, and practices from parents. In 1993, there is a research of Hammer that studied gene of monozygotic twins who had separated of treating but they had behavior in loving the same gender. They found that the position of Xq28 in chromosome X was as same as each other. But there were many genes in the position of Xq28, so this experiment didn't confirm exactly which gene was abnormal.

There is one research found the Gay brains structured like those of the opposite gender. The brain scans reveal that in gay people, key



structures of the brain governing emotion, mood, anxiety, and aggressiveness resemble those in straight people of the opposite sex. The results showed that straight men had asymmetric brains, with the right hemisphere slightly larger and the lesbian also had this asymmetry. Gay, meanwhile, had symmetrical brains like those of straight women. The team next used PET scans to measure blood flow to the amygdala, part of the brain that governs fear and aggression. The images revealed how the amygdala connected to other parts of the brain, giving clues to how this might influence behavior. This is significant and fits with data showing that women are three times as likely as men to suffer from mood disorders or depression. Gay has higher rates of depression too.

### **2.3 Categories of Sports Fan**

Becoming a fan may be sequential in nature. One may become a fan of player. The fan may see that player from sports wear advertising. After that he/she follow this player work and become fan of team and the fan of sport. In other hand, one may become a fan of sports and then become a fan of team after that become a fan of player. It is called Halo Effect (Edward Thorndike, 1920).

Some research found that motivation can affect to behavior of fan. There are five different types of fans: the temporary fan, the local fan, the devoted fan, the fanatical fan, and the dysfunctional fan (Kenneth A. Hunt, Terry Bristol, & R. Edward Bashaw, 1999).

2.1.1 The temporary fan is interested in the phenomenon which happens and people are interested in this phenomenon. After the phenomenon is over, the fan is no longer motivated to exhibit behavior related to that sport and back to normal behavior.

2.1.2 The local fan is bounded by geographic constraints. The local fan exhibits fan-like behavior because of identification with a geographic area. By definition, a local fan's motivation is geographically-based. Given the emphasis on the relationship between locality and self-concept, this research posit that the local fan uses being a "fan" as only a peripheral object for self-identification.

2.1.3 The devoted fan probably started as a temporary or local fan. Their motivation toward and attachment with the consumptive object (personality, team, league, or sport) increased, thus breaking the boundaries of time and place. The devoted fan remains loyal to their team or player even if either the specific, short-term event that captivated their temporary attention has

ended or if they are removed from the context of the original geographical location.

2.1.4 The fanatical fan is similar to the devoted fan in that the fanatical fan is not bounded by time (as the temporary fan) or distance (as the local fan) and defines self through attachment with the sports consumptive object. The fanatical fan uses being a fan as a very important part of self-identification. They will go to the game and paint their body the colors of the team, go in costume or in some way exhibit behavior different from the devoted fan. A difference between devoted fan and fanatical fan is the devoted fan may buy memorabilia but the fanatical fan may construct shrines dedicated to the object of that fanaticism.

2.1.5 The dysfunctional fan uses being a fan as the primary method of self-identification. The dysfunctional fan uses the sports team, player, or whatever the schema-target is, as the primary method to identify his or her self to others and to his or her own self. A difference between the fanatical fan and the dysfunctional fan is the fanatical fan sees being a fan as an important part of self-identification but the dysfunctional fan sees being fan as the primary form of self-identification. The dysfunctional fan will readily engage in violent or other disruptive behavior under the pretext that this behavior is somewhat justified because of being a fan.

## **2.4 Emotions of Fan behavior**

There is strong relationship between emotion and watching sport. Emotions play an important role in predicting consumer behavior (Bagozzi et al., 1999). Positive emotions were aroused when the spectators' favorite team won the game, and negative emotions were aroused when their favorite team lost. In the other words, the outcome of game, resulting from player or team performance, is a prediction factor for spectators' emotions. However, it is assumed that spectators' emotional arousal cannot be fully predicted simply by whether favorite team wins or loses. This is believed to be because spectators' psychological states may differ depending on the content of a game. (Daichi Oshimi, 2015)

### **2.4.1 Variety of Emotional Terminology**

There is a study mentioned that it is often difficult to draw a distinction between emotion and mood, but by convention, a mood is often conceived of as lasting longer (from a few hours up to days) and being lower in intensity than an emotion. Moreover, emotion is intentional while moods are generally non-intentional and global or diffused. Table 2 summarizes the characteristics of emotion and mood.

**Table 2.** Differences between Emotion and Mood (Frijda, 1993)

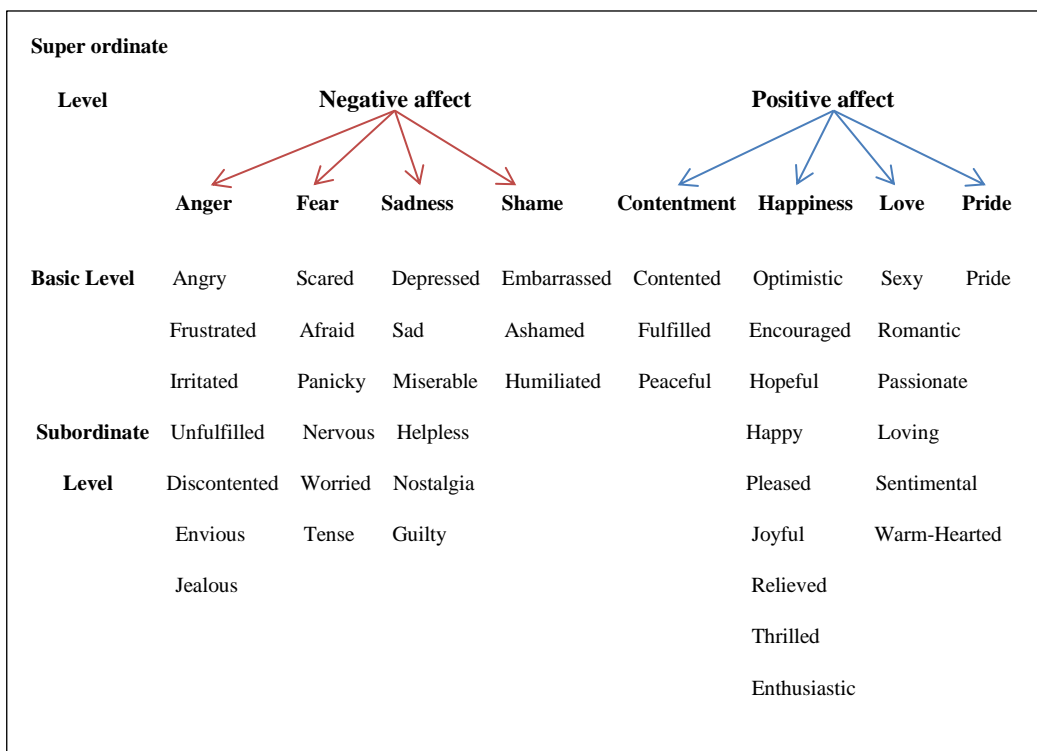
	<b>Intensity</b>	<b>Duration</b>	<b>Intention</b>
<b>Emotion</b>	Higher	Shorter	Intentional
<b>Mood</b>	Lower	Longer	Non-intentional

#### 2.4.2 Hierarchy of Emotion

In consumer behavior research, some researchers classify emotions roughly into positive or negative. The advantage of viewing emotions in a rather tough way (such as positive or negative) is that it makes it simpler to understand subjects' attitudes. Although emotions are typically classified as positive or negative, this research can find distinct differences between anger and fear or excitement and calm. Therefore, it can be decided which classification method is most appropriate to the purpose of one's study. Figure 1 can classify in deep detail about emotions.

Several empirical investigations have indicated that sports spectators can influence athletic performance and team success. (Thirer & RAMpey, 1979; Greer, 1983). Certainly, many fans should feel they are able to help their team either by becoming a supportive audience for the home team or by being a disruptive force for the opposing team.

Outcomes of sporting events can have dramatic effects on the mood states of spectators. Perception should enhance the excitement of victory and increase the anguish of defeat. Spectators would show an increase in positive mood and a decrease in negative mood following victory. The opposite pattern was predicted following defeat (Sloan, 1979).



**Figure 2.** Hierarchy of consumer emotions (Laros et al., 2005)

## **2.5 Motivation of fan behavior**

Motivation is based on your emotions and then it will show by your behavior. There are 5 factors which can influence the spectators' behavior.

(1) Salubrious effects – Sport increase an individual's positive feelings, leading to improved physical and mental states. (2) Stress and stimulation seeking – Sport help individuals regulate their tension and energy levels, and particularly can act to increase arousal intensity. (3) Catharsis and aggression – Viewing aggressive sport can either decrease or increase the viewer's aggression levels; when the favored team loses, anger will rise. (4) Entertainment – Sport can enhance individuals' happiness and enjoyment and satisfy their seeking of aesthetic and moral representation. (5) Achievement seeking – Sport invoke a relationship between emotion and outcome of the game; anger increases in losses and happiness in victories (Sloan, 1989). Wang and Matsuoka also found that there are 8 descriptions of motives.

2.5.1 Sport Interest/Interest in Player is the main motivation that can attract spectator to participate in game.

2.5.2 Vicarious Achievement is feeling to be successful, proud or bask in reflected glory of others (Wang & Matsuoka 2012). When his/her

favorite team wins, they also can feel success because they involve supporting their team.

2.5.3 Socialization is having opportunities to meet other people who have same interest (McDonald et al., 2002; Funk et al., 2003) such as cheering for same team, commenting on the performance of the team, talking about the players on the team, discussion the referees, and even gossiping about certain players.

2.5.4 Escape is getting away from stress or problems in daily life by attending a game (Wann, 1995; Trail & James 2001; Kim et al., 2009)

2.5.5 Drama refers to the uncertain outcome of a game, or the excitement associated with a close game, that motivates individuals attend a game (Funk et al., 2003, 2009; Wang & Matsuoka 2012).

2.5.6 Knowledge is while watching the game; one can learn the rules of the game, the meaning of special gestures of the referee, and the technique or tactics of playing the game. Understanding the sport can increase the enjoyment of watching the game.

2.5.7 Support the City refers to the situation where attachment to the city or city pride motivates individuals to attend games (Wang & Matsuoka, 2013). It's similar with the local fan exhibits fan-like



behavior because of identification with a geographic area (Kenneth A. Hunt, Terry Bristol, & R. Edward Bashaw, 1999).

2.5.8 Family Bonding refers to a situation where the opportunity to spend time with other family members in the stadium (Gantz & Wenner, 1991; Wann, 1995).

## **2.6 Passion**

Passion is a strong inclination toward an activity that people like, that they find important, and in which they invest time and energy (Vallerand et al., 2003). It is a driving force to move life forward. Even though facing of problem or obstacle, passion would drive you to move on without any condition. It could be difficulty, but at the same time, it could be happy as well. Same as the passion to a favorite team, even though the team would lose or have bad scandal but the fan still has strong believed in the team. It affects motivation, emotion, and behavior of the fan. Passion can divide to be 2 types are harmonious passion and obsessive passion. Harmonious passion was expected to be positively associated with their life satisfaction. Conversely, the obsessive passion was expected to be positively related to the maladaptive behavior (Robert J. Vallerand, 2008). Thus harmonious passion should not lead to the experience of hate towards

opposing teams. Conversely, it is because obsessive passion does not allow people to fully experience positive emotions (Mageau et al., 2005). However, it was expected that both harmonious and obsessive passion would be positively related to the emotion of pride because the latter is closely linked to one's identity. Finally, it is because obsessive passion originates from ego-invested self-structures (Hodgins & Knee, 2002).

## **2.7 Loyalty**

Fans are the most important part of the team because they're the reason why the players, staff, and coaches make money. They give the players confidence and support. Loyal fans always support the team, although the team's performance is bad, and always stay on top of how they're doing by watching on TV, listening on the radio, being at the competition, and checking the internet. Some fans travel to see their team play when they go abroad for the competition. It is just because they really love that team. There is one research found that fans' involvement affects psychological commitment. Psychological commitment, in turn, influences attitudinal loyalty, and eventually, attitudinal loyalty has direct effects on behavioral loyalty (Stavros Tachis, 2015). The level of loyalty can consider

which fan categories are them such as temporary fan, local fan, devoted fan, fanatical fan, or dysfunctional fan.

Loyalty is also a leading indicator of brand profitability. Likewise a barometer of a consumer's engagement with a brand and not to go off on a definition spree, but real engagement is the degree to which a brand is seen to meet expectations a consumer holds for the ideal in the category in which the brand competes. It's been validated that the more engaged consumers are with a brand, the better they behave towards it. And axiomatically, if a consumer behaves better toward a brand, the brand ought to do better in the marketplace.

## **2.8 Involvement**

Involvement has been defined as a person's perceived relevance of the object based on inherent needs, values, and interests (Zaichkowsky, 1985). The consequences of involvement are not only higher motivation, heightened arousal, increases in cognitive elaborations, but also brand loyalty. This instrument also utilizes the construct of sports fan involvement, defined as the active interest in, engagement with, and commitment to a sports team exhibited by the sports fan. Sports fan involvement as defined here is hypothesized to consist of both behavioral and attitudinal component.

From there, the sport turns into more of a marketplace to attract consumers and profit rather than a place for good sports. The team owners and their advertising sponsoring clients will continue to follow this model so long as fans keep showing up, spending money, and saying nothing about it. The team owners aren't worried about ticket sales, they assume fans will come. It is more important to them for fans to be there as consumers for their clients, not spectators of the sport. So the fan involvement is important for driving the sport industry to move forward.

## **Chapter 3. Methodology**

### **3.1 Participant**

The 247 spectators in National Volleyball League 2018 in Thailand were participants of this study. They consisted of Male, female, and LGBT. They were asked to complete a questionnaire designed to assess their sport fan behaviors. The questionnaire contains a number of items designed to ascertain whether fans extent of their passion, royalty, involvement, and emotion.

### **3.2 Procedure**

This study used Quantitative research method to collect and analyze data. The quantitative methods emphasized objective measurements and the statistical, mathematical, or numerical analysis of data collected through questionnaires and surveys. The quantitative research focused on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon.

The questionnaire packet contained six sections. The first section asked participants to provide demographic information regarding gender, birth year, education, occupation, and salary. In the second section, the

questionnaire asked about the sport participation behavior in volleyball. The third section, the questionnaire asked about the passion for volleyball. The fourth section, the questionnaire asked about loyalty to the team. The fifth section questionnaire asked about involvement during the competition and the last section, the questionnaire asked about spending.

The collection of questionnaires performed during breaks and after ending of the match. So spectators could complete the questionnaires without being interrupted by the flow of the game. All subjects were informed about the aim of the survey. Spectators, who did the questionnaire, they got players' photo as a souvenir. After getting the data, the researcher compared among male, female, and LGBT behavior. After that the researcher concluded the result.

### **3.3 Measurement**

Passion Scale (Vallerand et al., 2003) was used to assess passion towards supporting one's favorite team. The Passion Scale was divided into two subscales of six items each - the harmonious subscale and the obsessive subscale. Each item of these two subscales was rated on a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Sample items include "Volleyball reflects the qualities I like about myself"

(Harmonious Passion Subscale) and “Volleyball is so exciting that I sometimes lose control over it” (Obsessive Passion Subscale).

Loyalty Scale (Heere and Dickson’s, 2008) was used. The loyalty scale was divided into four subscales. They were Attraction Subscale, Psychological Commitment Subscale, Attitudinal Loyalty Subscale, and Behavioral Loyalty Subscale. Each item of these four subscales was rated on a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The samples item included “Participating in my favorite team’s activities is important to me” (Attraction Subscale), “Win, lose, or draw; I’m still a loyal fan of my favorite team” (Psychological Commitment Subscale), “I would still be committed to my favorite team regardless of the lack of physical skill among the players” (Attitudinal Loyalty Subscale), and “I will / have purchased a lot of club-related merchandise” (Behavioral Loyalty Subscale).

Involvement Scale (Michele E. Capella, 2001) was used. The involvement scale was divided into two subscales – the positive behavior and negative behavior. Each item of these two subscales was rated on a 5-point Likert scale ranging from 1 (Never) to 5 (Always). The sample items include “I cheer for the team, regardless of my performance” (Positive

Behavior Subscale) and “I’ve broken facility after I regretted or disappointed” (Negative Behavior Subscale).

### **3.4 Analysis**

This study collected the data by surveying with the 247 spectators in 2018 Volleyball Nations League in Thailand. The data was input through the Statistical Package for Social Sciences (SPSS) program. This study used Correlation Coefficient for finding the relationship between all of the factors and using One-way ANOVA to find the multiple regression equation between genders and all of the factors. When the result came out, the researcher compared the result among male, female, and LGBT. Thereafter, the researcher concluded the result by the comparison.

Furthermore, independent group ANOVAs that determined the differences in the respective section with respect to the respondents’ passion and team loyalty affect spectator involvement and spending were also conducted. Thus, based on the 4 main factors, the hypothesis was generated from the three research questions of this research. The description presented in the table 3 below;



**Table 3.** Data Analysis Overview

Research Question (RQ)	Null Hypothesis (Ho: $\mu=\mu=\mu$ )	Data Analysis Method
<b>RQ 1</b>  <b>How is the passion for volleyball level of spectator in Volleyball Nation League 2018 in Thailand?</b>	H1. There is no significant difference in General Passion among male, female, and LGBT. H2. There is no significant difference in Harmonious among male, female, and LGBT. H3. There is no significant difference in Obsessive among male, female, and LGBT.	One-way ANOVA to compare the means
<b>RQ 2</b>  <b>How is the loyalty to the team level of spectator in Volleyball Nations League 2018 in Thailand?</b>	H1. There is no significant difference in Attraction among male, female, and LGBT. H2. There is no significant difference in Psychological Commitment among male, female, and LGBT. H3. There is no significant difference in Attitudinal Loyalty among male, female, and LGBT. H4. There is no significant difference in Behavioral Loyalty among male, female, and LGBT.	One-way ANOVA to compare the means
<b>RQ 3</b>  <b>How is the spectator involvement level in Volleyball nations League 2018 in Thailand?</b>	H1. There is no significant difference in Positive Behavior among male, female, and LGBT. H2. There is no significant difference in Negative Behavior among male, female, and LGBT. H3. There is no significant difference in Spending on Ticket Cost among male, female, and LGBT. H4. There is no significant difference in Spending on Official Merchandise among male, female, and LGBT.	One-way ANOVA to compare the means

## Chapter 4. Result

### 4.1 Sample Characteristics

For the samples, this study collected a total of 247 respondents (n=247) from Volleyball Nations League 2018 in Thailand. The description presented in the table 4 below;

**Table 4.** Descriptive Statistics for the Demographic Information

Variable Group		Frequency	Percent
Gender	Male	74	29.5
	Female	131	52.2
	LGBT	42	18.3
Year of Birth	Before 1971	33	13.1
	1971 - 1985	72	28.7
	1986 - 1995	77	30.7
	1996 - 2005	65	27.5
Education	Primary School	4	1.6
	Middle School	2	0.8
	High School	56	22.3
	Bachelor	156	62.2
	Master	25	10.0
	Ph.D.	4	1.6

<b>Occupation</b>	Government	61	24.3
	Own Business	42	16.7
	Employee	74	29.5
	Student	63	25.1
	Other	7	2.8
<b>Salary</b>	Less than \$300	81	32.3
	\$300 - \$455	41	16.3
	\$456 - \$605	31	12.4
	\$606 - \$765	23	9.2
	More than \$766	71	28.3

As seen in the table 4 above, the male is 29.5%, female is 52.2%, and LGBT is 18.3%. Female is slightly higher than males by 57 samples differences and male is slightly higher than LGBT by 32 samples differences.

The age group which is more than 48 years old is 13.1%. The age group is in between 47 years old to 33 years old is 28.7%. The age group is in between 22 years old to 23 years old is 30.7%, and the age group is in between 22 years old to 13 years old is 27.5%. Since the biggest amount number of the group age is the range between 23 years old to 32 years old.

The education group could divide to be 6 groups follow; Primary School is 1.6%, Middle School is 0.8%, High School is 22.3%, Bachelor is 62.2%, Master is 10.0%, and Ph.D. is 1.6%. The Bachelor group is the biggest amount of spectator in the Volleyball Nations League 2018 in Thailand.

The occupation group could divide to be 5 groups follow; Government is 23.3%, Own Business is 16.7%, Employee is 29.5%, Student is 25.1%, and Other (housewife and joblessness) is 2.8%. The employee is the biggest amount of spectator in the Volleyball Nations League 2018 in Thailand.

The salary group could divide to be 5 groups follow; people who are in the group of salary less than \$300 could calculate to be 32.3%. The people who are in the group of the salary between \$300 to \$455 could calculate to be 16.3%. The people who are in the group of salary between \$456 to \$605 could calculate to be 12.4%. The people who are in the group of salary between \$606 to \$765 could calculate to be 9.2%, and the people who are in the group of salary higher than \$766 could calculate to be 28.3%. It was shown that people in the lowest salary group and the highest salary

group has the biggest amount of spectator in Volleyball Nations League 2018 in Thailand.

The purpose of this research was to see if there were significant differences in spectator behavior between male, female, and LGBT. Since the last data collection tool used in the Volleyball Nations League 2018 in Thailand, was questionnaire which was defined as having taken during the event. To examine issues of attrition, further analysis was done with the attrition-adjusted sample which included only data from those participants who completed the questionnaire.

When evaluating data from the entire sample, including passion scale, team loyalty scale, and involvement scale, the result of the one-way ANOVA revealed that there were significant differences between gender and passion, gender and involvement, and gender and consumer behavior from three of four units test. Age, occupation, and salary did not appear to be plausible explanations for the differences found in the involvement but the education was significant differences.

#### **4.2 Correlations among Passion, Loyalty, Involvement, and Spending**

There are some relationships among these four factors. The value of the relationship between passion and loyalty is 0.568, and the significant

value is 0.000. The value of the relationship between passion and involvement is 0.373, and the significant value is 0.000. The value of the relationship between passion and spending is 0.109, and the significant value is 0.086. So there is no significant correlation between passion and spending. The value of the relationship between loyalty and involvement is 0.379, and the significant value between loyalty and involvement is 0.000. The value of the relationship between loyalty and spending is 0.156, and the significant value between loyalty and spending is 0.14. The value of relationship between involvement and spending is 0.152, and the significant value between involvement and spending is 0.017. The description presented in the table 5 below;

**Table 5.** Correlation among Passion, Loyalty, Involvement, and Spending

		<b>Passion</b>	<b>Loyalty</b>	<b>Involvement</b>	<b>Spending</b>
<b>Passion</b>	Pearson Correlation	1	.568**	.373**	.109
	Sig. (2-tailed)		.000	.000	.086
	N	247	247	247	247
<b>Loyalty</b>	Pearson Correlation	.568**	1	.379**	.156
	Sig. (2-tailed)	.000		.000	.014
	N	247	247	247	247
<b>Involvement</b>	Pearson Correlation	.373**	.379**	1	.152*
	Sig. (2-tailed)	.000	.000		.017
	N	247	247	247	247

<b>Spending</b>	Pearson Correlation	.109	.156*	.152*	1
	Sig. (2-tailed)	.086	.014	.017	
	N	247	247	247	247

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

### 4.3 Result of Research Question 1: How is the passion for volleyball of spectator in Volleyball Nations League 2018 in Thailand?

#### 4.3.1 Reliable Test (Passion)

In order to provide answer question 1 of the research, the reliability test was conducted on 16 questions based on the passion scale which is used to evaluate the passion level of the spectators. There were four questions to ask about General Passion, six questions to ask about Harmonious, and six questions to ask about Obsessive. For the research question 1 (passion for volleyball), Cronbach's alpha showed the questionnaire reach acceptable reliability,  $\alpha = 0.929$ . The description presented in the table 6 below;

**Table 6.** Reliable Statistic for Passion

		N	%	No. of items	Cronbach's Alpha
<b>Cases</b>	<b>valid</b>	247	100.0	16	0.929
	<b>Excluded</b>	0	.0		
	<b>Total</b>	247	100.0		

#### 4.3.2 Interpretation of Means Differences by Gender for Passion

The Mean of male is 3.7644, female is 2.7347, and LGBT is 3.7500. So it evinced that male has the highest passion for Volleyball, then followed by LGBT and female respectively. The description presented in the table 7 below;

**Table 7.** Descriptive Statistics for Passion among Male, Female, and LGBT

	N	Mean	Std. Deviation	95% Confidence Interval for Mean	
				Lower Bound	Upper Bound
<b>Male</b>	74	3.7644	.82687	3.5728	3.9559
<b>Female</b>	131	2.7347	.48778	2.6504	2.8190
<b>LGBT</b>	42	3.7500	.86987	3.4789	4.0211
<b>Total</b>	247	3.2158	.84688	3.1097	3.3220

So the mean result of each gender for the passion could indicate that the passion among male, female, and LGBT is significant (0.000). The description presented in the table 8 below;



**Table 8.** Descriptive Statistics for the test of Homogeneity of Variances for the Passion among Male, Female, and LGBT

Levene Statistic	df1	df2	Sig.
16.895	2	244	.000

\*The mean difference is significant at the 0.05 level

There is a Post Hoc Test for showing the multiple comparisons for the passion among the groups. The mean difference between male and female is 1.02963. The mean difference between male and LGBT is 0.1436 and the mean difference between LGBT and female is 1.01527. It showed that male is the most passionate group, and then follow by LGBT and female respectively. The description presented in the table 9 below;

**Table 9.** Multiple Comparisons for the Passion among Male, Female, and LGBT

Gender (I)	Gender (J)	Mean Difference (I-J)	95% Confidence Interval	
			Lower Bound	Upper Bound
Male	Female	1.02963*	.8357	1.2236
	LGBT	.01436	-.2433	.2720
Female	Male	-1.02963*	-1.2236	-.8357
	LGBT	-1.01527*	-1.2518	-.7788
LGBT	Male	-.01436	-.2720	.2433
	Female	1.01527*	.7788	1.2518

There is more detail about passion. There are three sub-components of passion scale are followed; General Passion, Harmonious, and Obsessive. The result of each component was showed that General Passion is no significant differences, Harmonious and Obsessive is significant differences. The description presented in the table 10 below;

**Table 10.** Test of Homogeneity of Variances among General (GP), Harmonious (H), and Obsessive (O)

	Levene Statistic	df1	df2	Sig.
<b>GP</b>	.008	2	244	.992
<b>H</b>	13.308	2	244	.000
<b>O</b>	16.700	2	244	.000

Each sub-component also has different means between male, female, and LGBT. The description presented in table 11 below;

**Table 11.** Descriptive Statistics for General Passion, Harmonious, and Obsessive among Male, Female, and LGBT

	N	Mean	Std. Deviation	95% Confidence Interval for Mean	
				Lower Bound	Upper Bound
<b>GP</b>	Male	74	4.1588	.81570	3.9698 4.3478
	Female	131	2.9523	.79609	2.8147 3.0899
	LGBT	42	4.0833	.84764	3.8192 4.3475
	Total	247	3.5061	1.00024	3.3807 3.6314

<b>H</b>	Male	74	3.9167	.88933	3.7106	4.1227
	Female	131	2.8066	.58244	2.7059	2.9073
	LGBT	42	3.9008	.95286	3.6039	4.1977
	Total	247	3.3252	.93290	3.2083	3.4422
<b>O</b>	Male	74	3.3491	.97228	3.1238	3.5744
	Female	131	2.5178	.61124	2.4122	2.6235
	LGBT	42	3.3770	1.06182	3.0461	3.7079
	Total	247	2.9130	.91815	2.7979	3.0280

#### 4.3.3 Implication of Hypothesis for RQ1

**Table 12.** Implication of Hypothesis for RQ1

Research question (RQ)	Null hypothesis rejected at a significant point value (p<0.05)
<b>RQ1</b>	- There are significant differences in
<b>How is the passion for volleyball</b>	Harmonious Passion and Obsessive Passion
<b>of spectator in Volleyball Nations</b>	among male, female and, LGBT spectator.
<b>League 2018 in Thailand?</b>	- There are no significant differences in
	General Passion among male, female, and
	LGBT spectator.

#### 4.4 result of Research Question 2: How is the loyalty to the team of spectator in Volleyball Nations League 2018 in Thailand?

#### 4.4.1 Reliable Test (Loyalty)

In order to provide answer question 2 of the research, the reliability test was conducted on 16 questions based on the loyalty scale which is used to evaluate the team loyalty level of the spectators. There were five questions to ask about Attraction, four questions to ask about Psychological Commitment, three questions to ask about Attitudinal Loyalty, and three questions to ask about Behavioral Loyalty. For the research question 2 (Team Loyalty), Cronbach's alpha showed the questionnaire reach acceptable reliability,  $\alpha = 0.910$ . The description presented in the table 13 below;

**Table 13.** Reliable Statistic for Team Loyalty

		N	%	No. of items	Cronbach's Alpha
Cases	valid	247	100.0	16	0.910
	Excluded	0	.0		
	Total	247	100.0		

#### 4.4.2 Interpretation of Means Differences by Gender for Team loyalty

The result was the mean of male is 3.8961, female is 3.7615, and LGBT is 3.7857. So it evinced that there are no big differences of team

loyalty level among male, female, and LGBT. The description presented in the table 14 below;

**Table 14.** Descriptive Statistics for Team Loyalty among Male, Female, and LGBT

	N	Mean	Std. Deviation	95% Confidence Interval for Mean	
				Lower Bound	Upper Bound
<b>Male</b>	74	3.8961	.77576	3.7164	4.0758
<b>Female</b>	131	3.7615	.91613	3.6031	3.9198
<b>LGBT</b>	42	3.7857	.99236	3.4765	4.0950
<b>Total</b>	247	3.8059	.88871	3.6945	3.9173

So the mean result of each gender for the team loyalty could indicate that the team loyalty among male, female, and LGBT is no significant (0.437). The description presented in the table 15 below;

**Table 15.** Descriptive Statistics for the Test of Homogeneity of Variances for the Team Loyalty among Male, Female, and LGBT

Levene Statistic	df1	df2	Sig.
<b>.830</b>	2	244	.437

\*The mean difference is significant at the 0.05 level

There is a Post Hoc Test for showing the multiple comparisons for team loyalty among the groups. The mean difference between male and female is 0.13466. The mean difference between male and LGBT is 0.11040

and the mean difference between LGBT and female is 0.2426. It indicated that male has the strongest team loyalty, and then follow by LGBT and female. The description presented in the table 16 below;

**Table 16.** Multiple Comparisons for the Team Loyalty among Male, Female, and LGBT

Gender (I)	Gender (J)	Mean Difference (I-J)	95% Confidence Interval	
			Lower Bound	Upper Bound
Male	Female	.13466	-.1204	.3897
	LGBT	.11040	-.2284	.4492
Female	Male	-.13466	-.3897	.1204
	LGBT	-.02426	-.3352	.2867
LGBT	Male	-.11040	-.4492	.2284
	Female	.02426	-.2867	.3352

There is more detail about Team Loyalty. There are four sub-components of the loyalty scale are follows; Attraction, Psychological Commitment, Attitudinal Loyalty, and Behavioral Loyalty. The result of each component was showed that there is no significant difference in Attraction, Psychological Commitment, Attitudinal Loyalty, and Behavioral Loyalty. The description presented in the table 17 below;

**Table 17.** Test of Homogeneity of Variances among Attraction, Psychological Commitment, Attitudinal Loyalty, and Behavioral Loyalty

	Levene Statistic	df1	df2	Sig.
<b>A</b>	2.021	2	244	.135
<b>PC</b>	.282	2	244	.755
<b>AL</b>	.721	2	244	.487
<b>BL</b>	2.036	2	244	.133

\*The mean difference is significant at the 0.05 level

Each sub-component also has different means among male, female, and LGBT. The description presented in table 18 below;

**Table 18.** Descriptive Statistics for Attraction, Psychological Commitment, Attitudinal Loyalty, and Behavioral Loyalty among Male, Female, and LGBT

		N	Mean	Std. Deviation	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
<b>A</b>	Male	74	4.0649	.74621	3.8920	4.2377
	Female	131	3.9298	.87668	3.7782	4.0813
	LGBT	42	3.9810	1.01675	3.6641	4.2978
	Total	247	3.9789	.86441	3.8706	4.0873
<b>PC</b>	Male	74	3.8581	.88759	3.6525	4.0637
	Female	131	3.8473	1.49505	3.5889	4.1057
	LGBT	42	3.7976	1.03334	3.4756	4.1196
	Total	247	3.8421	1.26228	3.6839	4.0003

<b>AL</b>	Male	74	3.9820	.94747	3.7625	4.2015
	Female	131	3.8066	.94999	3.6424	3.9708
	LGBT	42	3.9206	1.14955	3.5624	4.2789
	Total	247	3.8785	.98480	3.7551	4.0020
<b>BL</b>	Male	74	3.6588	.89574	3.4513	3.8663
	Female	131	3.3550	.94205	3.1921	3.5178
	LGBT	42	3.4286	1.14802	3.0708	3.7863
	Total	247	3.4585	.97194	3.3367	3.5803

#### 4.4.3 Implication of Hypothesis for RQ2

**Table 19.** Implication of Hypothesis for RQ2

Research question (RQ)	Null hypothesis accepted at a significant point value ( $p > 0.05$ )
<b>RQ2</b>	
<b>How is the loyalty to the team of spectator in Volleyball Nations League 2018 in Thailand?</b>	- There are no significant differences in Attraction, Psychological Commitment, Attitudinal Loyalty, and Behavioral Loyalty among male, female, and LGBT spectator.



## 4.5 Result of Research Question 3: How is the spectator involvement in Volleyball Nations League 2018 in Thailand?

### 4.5.1 Reliable Test (Involvement)

In order to provide answer question 3 of the research, the reliability test was conducted on 17 questions based on the involvement scale which is used to evaluate the involvement level of the spectators. There were eleven questions to ask about Positive Behavior, and six questions to ask about Negative Behavior. Both of them depended on the emotion of the spectator.

For the research question 3 (spectator involvement during the competition), Cronbach's alpha showed the questionnaire reach acceptable reliability,  $\alpha = 0.910$ . The description presented in the table 20 below;

**Table 20.** Reliable Statistic for Involvement

		N	%	No. of items	Cronbach's Alpha
Cases	valid	247	100.0	17	0.910
	Excluded	0	.0		
	Total	247	100.0		

### 4.5.2 Interpretation of Means Differences by Gender for Spectator Involvement

The level of spectator involvement is the significant difference (sig 0.008) between three genders. The mean of male is 2.4141, female is 2.3067, and LGBT is 3.1471. So it evinced that LGBT has the highest spectator involvement level in this event, then followed by male and female respectively. The description presented in the table 21 below;

**Table 21.** Descriptive Statistics for Spectator Involvement among Male, Female, and LGBT

	N	Mean	Std. Deviation	95% Confidence Interval for Mean	
				Lower Bound	Upper Bound
<b>Male</b>	74	2.4141	.74007	2.2427	2.5856
<b>Female</b>	131	2.3067	.76481	2.1745	2.4389
<b>LGBT</b>	42	3.1471	.56291	2.9716	3.3225
<b>Total</b>	247	2.4818	.78595	2.3833	2.5803

So the mean result of each gender for the spectator involvement indicated that the spectator involvement among male, female, and LGBT is significant (0.008). The description presented in the table 22 below;

**Table 22.** Descriptive Statistics for the Test of Homogeneity of Variances for the Spectator Involvement among Male, Female, and LGBT

Levene Statistic	df1	df2	Sig.
4.952	2	244	.008

\*The mean difference is significant at the 0.05 level

There is a Post Hoc Test for showing the multiple comparisons for spectator involvement between groups. The mean difference between LGBT and male is 0.73291. The mean difference between LGBT and female is 0.84037 and the mean difference between male and female is 0.10746. It indicated that LGBT has the highest spectator involvement, and then follow by male and female respectively. The description presented in the table 23 below;

**Table 23.** Multiple Comparisons for the Spectator Involvement among Male, Female, and LGBT

Gender (I)	Gender (J)	Mean Difference (I-J)	95% Confidence Interval	
			Lower Bound	Upper Bound
<b>Male</b>	Female	.10746	-.1008	.3157
	LGBT	-.73291*	-1.0096	-.4562
<b>Female</b>	Male	-.10746	-.3157	.1008
	LGBT	-.84037*	-1.0943	-.5864
<b>LGBT</b>	Male	.73291*	.4562	1.0096
	Female	.84037*	.5864	1.0943

\*The mean difference is significant at the 0.05 level

The researcher tried to focus more on spectator involvement by analysis each sub-component which is Positive Behavior and Negative

Behavior. So Positive Behavior is significant (Sig 0.000). The description presented in the table 24 below;

**Table 24.** Descriptive Statistics for the Test of Homogeneity of Variances for Positive Behavior among Male, Female, and LGBT

Levene Statistic	df1	df2	Sig.
14.988	2	244	.000

\*The mean difference is significant at the 0.05 level

There is a Post Hoc Test for showing the multiple comparisons for Positive Behavior among the groups. The mean difference between LGBT and male is 1.23536. The mean difference between LGBT and female is 1.40776 and the mean difference between male and female is 0.17240. It indicated that LGBT has the highest Positive Behavior, and then followed by male and female respectively. The description presented in the table 25 below;

**Table 25.** Multiple Comparisons for the Positive Behavior among Male, Female, and LGBT

Gender (I)	Gender (J)	Mean Difference (I-J)	95% Confidence Interval	
			Lower Bound	Upper Bound
Male	Female	.17240	-.0922	.4370
	LGBT	-1.23536*	-1.5868	-.8839

<b>Female</b>	Male	-.17240	-.4370	.0922
	LGBT	-1.40776*	-1.7304	-1.0852
<b>LGBT</b>	Male	1.23536*	.8839	1.5868
	Female	1.40776*	1.0852	1.7304

For the Negative Behavior, it is no significant (Sig 0.047). The description presented in the table 26 below;

**Table 26.** Descriptive Statistics for the Test of Homogeneity of Variances for Negative Behavior among Male, Female, and LGBT

<b>Levene Statistic</b>	<b>df1</b>	<b>df2</b>	<b>Sig.</b>
3.008	2	244	.047

\*The mean difference is significant at the 0.05 level

There is a Post Hoc Test for showing the multiple comparisons for Negative Behavior among the groups. The mean difference between LGBT and male is 0.16431. The mean difference between LGBT and female is 0.17751 and the mean difference between male and female is 0.01320. It indicated that LGBT has the highest Negative Behavior, and then followed by male and female respectively. The description presented in the table 27 below;

**Table 27.** Multiple Comparisons for the Positive Behavior among Male, Female, and LGBT

Gender (I)	Gender (J)	Mean Difference (I-J)	95% Confidence Interval	
			Lower Bound	Upper Bound
<b>Male</b>	Female	.01320	-.2185	.2449
	LGBT	-.16431	-.4721	.1435
<b>Female</b>	Male	-.01320	-.2449	.2185
	LGBT	-.17751	-.4600	.1050
<b>LGBT</b>	Male	.16431	-.1435	.4721
	Female	.17751	-.1050	.4600

#### 4.5.3 Interpretation of Means Differences by Gender for Spending

In order to provide answer question 3 of the research, this study used one-way ANOVA to find the differences of mean among male, female, and LGBT. The level of spending money is the significant difference (sig 0.002) between three genders. The mean of male is 2.0473, female is 1.9618, and LGBT is 2.0238. So it evinced that male has highest spending money, then followed by LGBT and female respectively. The description presented in the table 28 below;

**Table 28.** Descriptive Statistics for Spending be among Male, Female, and LGBT

	N	Mean	Std. Deviation	95% Confidence Interval for Mean	
				Lower Bound	Upper Bound
<b>Male</b>	74	2.0473	.89965	1.8389	2.2557
<b>Female</b>	131	1.9618	.66685	1.8466	2.0771
<b>LGBT</b>	42	2.0238	.67130	1.8146	2.2330
<b>Total</b>	247	1.9980	.74285	1.9049	2.0911

So the mean result of each gender for the spending indicated that the spending among male, female, and LGBT is significant (0.002). The description presented in the table 29 below;

**Table 29.** Descriptive Statistics for the Test of Homogeneity of Variances for the Spending among Male, Female, and LGBT

Levene Statistic	df1	df2	Sig.
6.178	2	244	.002

\*The mean difference is significant at the 0.05 level

There is a Post Hoc Test for showing the multiple comparisons for spending among the groups. The mean difference between male and female is 0.08547. The mean difference between male and LGBT is 0.02349 and the mean difference between LGBT and female is 0.06198. It indicated that

male has the highest spending money, and then followed by LGBT and female respectively. The description presented in the table 30 below;

**Table 30.** Multiple Comparisons for the spending among male, female, and LGBT

Gender (I)	Gender (J)	Mean Difference (I-J)	95% Confidence Interval	
			Lower Bound	Upper Bound
Male	Female	.08547	-.1279	.2988
	LGBT	.02349	-.2600	.3069
Female	Male	-.08547	-.2988	.1279
	LGBT	-.06198	-.3221	.1982
LGBT	Male	-.02349	-.3069	.2600
	Female	.06198	-.1982	.3221

There is more detail about spectator spending. There are two components of spending money are follows; Ticket and Official Merchandise. The result of each component was showed that Ticket spending is no significant difference but Official Merchandise spending is significant difference. The description presented in the table 31 below;



**Table 31.** Test of Homogeneity of Variances between Ticket (T) and Official Merchandise (OM)

	Levene Statistic	df1	df2	Sig.
<b>T</b>	4.288	2	244	.015
<b>OM</b>	5.271	2	244	.005

\*The mean difference is significant at the 0.05 level

Each sub-component also has different means among male, female, and LGBT. The description presented in table 32 below;

**Table 32.** Descriptive Statistics for Ticket (T) and Official Merchandise (OM) among Male, Female, and LGBT

		N	Mean	Std. Deviation	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
<b>T</b>	Male	74	1.70	.772	1.52	1.88
	Female	131	1.79	.744	1.66	1.91
	LGBT	42	1.83	.621	1.64	2.03
	Total	247	1.77	.732	1.68	1.86
<b>OM</b>	Male	74	2.39	1.441	2.06	2.73
	Female	131	2.14	1.135	1.94	2.33
	LGBT	42	2.21	1.159	1.85	2.58
	Total	247	2.23	1.238	2.07	2.38

#### 4.5.4 Implication of Hypothesis for RQ3

**Table 33.** Implication of Hypothesis for RQ3

Research question (RQ)	Null hypothesis rejected at a significant point value ( $p < 0.05$ )
<b>RQ3</b>  <b>How is the spectator involvement in Volleyball Nations League 2018 in Thailand?</b>	<ul style="list-style-type: none"><li>- There is significant difference in Positive Behavior among male, female, and LGBT spectator.</li><li>- There is no significant difference in Negative Behavior among male, female, and LGBT spectator.</li><li>- There is significant difference of spending level on official merchandise among male, female, and LGBT.</li><li>- There is no significant difference of the ticket among male, female, and LGBT spectator.</li></ul>

## **Chapter 5 Discussion**

### **5.1 Finding**

Thailand has been the host of many international volleyball events for many years. Officials from FIVB (Federation of International Volleyball), Teams from various countries, and press have given Thailand the compliment for hosting the volleyball events. Spectators also enjoyed with the events but as the organizer tried to make the events have more attractive by adding more various sub-events. So this research figured out the spectator behavior by dividing by gender.

The purpose of the present investigation was to examine the similarities and differences among male, female, and LGBT spectators in Volleyball Nations League 20018 in Thailand. The differences between group procedures provided good evidence for the construct validity of the instrument, while the factor analysis procedure provided partial evidence of construct validity. Four factors appeared to exist although three of factors were highly different.

Based on research question 1, the result indicated that male has the highest passion for volleyball but it is not a big difference from LGBT. On the other hand, female has the lowest passion for volleyball and it is a big

difference from male and LGBT. All of the sub-components, there is a little difference between male and LGBT but female has a big difference from male and LGBT. It could be sorted as male, LGBT, and female respectively.

Based on research question 2, the result of Team loyalty was showed that differences of male, female, and LGBT in each sub-component hardly differentiate. So Team Loyalty is no difference. It could be sorted as male, LGBT, and female.

Based on research question 3, the result indicated that LGBT has the highest involvement in competition and it is a big difference from male and female. On the other hand, female has the lowest involvement but it is not much different from male. The result of each sub-component also follows the result of the involvement of each gender. The mean of Positive Behavior is much higher than the mean of Negative Behavior especially LGBT. It could be sorted as LGBT, male, and female.

According spending, the result indicated that male has the highest spending but it is hardly different from LGBT and female. In the part of the result of the ticket, there is no difference among male, female, and LGBT. On the other hand, in the part of official merchandise, male is the highest spending group and then LGBT and female respectively. However, the overview of spending could be sorted as male, LGBT, and female.

Difference result of passion among male and female is quite big, and the result of team loyalty among male, female, and LGBT is quite similar. It might mean that male enjoy the volleyball as the sport but female enjoy volleyball because of the team. There was one research which considered attitudinal loyalty as an attitude that strengthens the psychological connection to a specific team through a tendency towards resistance, persistence, influence on cognition, and impact on behavior (Funk and James, 2001). The result of the involvement of LGBT is quite similar to male but, LGBT was attracted by the atmosphere and expressed it through their behavior. According spending, male satisfied to spend more money for the official merchandise. As mentioned above, male has the highest passion and spending on official merchandise, there was one research considered that an individual's passion and one's social identification are robust predictors of consumption-related behaviors (viz., Vallerand and his colleagues, 2003).

## **5.2 Limitation**

As any research, this study has certain limitations. Firstly, as this research focused on LGBT but there is no literature review that related to LGBT sports fan or LGBT fan behavior. Secondly, the research was mainly quantitative and thus, loses the through or in-depth analysis and discussions

that come with qualitative analysis. For instance, a mixed method could approach the explanations to factors that accounted for the significant difference in the comparison of spectator behavior between male, female, and LGBT. Lastly, the research limited to only one event and the period of the event was too short. It was only three days. So it might be not enough for collecting the data.

### **5.3 Recommendations**

Since this research limited to one event as a sample, it is necessary to collect data from the larger group of respondents in terms of the other event because this event was held in only one place. So the spectator could be the people in that area.

The researcher recommends using this research to be the literature review for the studies which are related to LGBT sport spectator behavior. The marketing team or the sport organizer also is able to use this research to be their information for attraction more spectator or customer.

Future studies should also consider using both quantitative and qualitative method for accessing more depth information of spectator reason, desire, and perception for organizers could achieve their target and spectator

could be attracted more. Moreover, the knowledge from this study could be the new information about LGBT spectator in the sports event.

#### **5.4 Conclusion**

This study presented the results of the first instrument. Based on the analysis presented in this study, the instrument would be revised, re-administered, and re-evaluated. Overall, the questionnaire showed the promise as the instrument that measured actual the spectator behavior and related it to the amount of passion, loyalty, involvement, and spending among male, female, and LGBT. Male is a group which has the passion for volleyball as the sport. People in this group have willing for spending for the official merchandise. Female is a group which has the lowest value in all of the factors. They have the level of team loyalty as same as male and LGBT. So they attended the event for cheering the team, not watching volleyball as the sport. LGBT is the group which has the highest level in the involvement. They appreciated cheering regardless of their performance.

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# Appendix

## Appendix 1: Survey Questionnaire

Participation Disclosure: I am a graduate student at Seoul National University conducting research on ‘Gender Differences on Fan Behavior.’ I would appreciate 5 minutes of your time to answer a short questionnaire regarding your passion to volleyball, loyalty to team, and behavior when you attend a Volleyball Nations League 2018 in Thailand. Your participation is voluntary and you may discontinue participation at any time.

### **Section 1. Demographic Information**

Please provide the following information.

#### **1.1 Gender**

☐ Male      ☐ Female      ☐ LGBT (Lesbian, Gay, Bisexual, and Transgender)

#### **1.2 Year of birth**

☐ Before 1970      ☐ 1971 – 1985      ☐ 1981 – 1995      ☐ 1996 – 2005

#### **1.3 Education**

☐ Primary School      ☐ Middle School      ☐ High School  
☐ Undergraduate School      ☐ Graduate School      ☐ PhD

#### **1.4 Occupation**

☐ Government Officer      ☐ Self Employee      ☐ Employee  
☐ Student      ☐ Other\_\_\_\_\_

### **1.5 Salary**

- ☐ Less than \$300                      ☐ \$300 - \$455                      ☐ \$456 - \$605  
☐ \$606 - \$765                      ☐ More than \$766

## **Section 2. Sport Participation Behavior (volleyball)**

Please answer the following questions.

### **2.1 I've attended to International Volleyball event before Volleyball Nations League 2018**

- ☐ Never                      ☐ 1-2 times                      ☐ 3-4 times  
☐ 5-6 times                      ☐ More than 7 times

If yes, what are the names of competition?

---

### **2.2 What kind of competition that you have attended?**

- ☐ Never      ☐ Men                      ☐ Women                      ☐ Both

### **2.3 How related you are in Volleyball?**

- ☐ Played in school level                      ☐ Play in club level  
☐ Play in professional level                      ☐ Work related with volleyball  
☐ Like                      ☐ Other \_\_\_\_\_

### **2.4 Have you ever watched International Volleyball competition via media?**

- ☐ Never      ☐ Rarely                      ☐ Sometimes                      ☐ Often                      ☐ Always

## 2.5 Who motivated you to be here today?

- ☐ Myself                      ☐ Family                      ☐ Friend
- ☐ Volleyball Fan club      ☐ Boyfriend/Girlfriend
- ☐ Other \_\_\_\_\_

## Section 3. Passion for volleyball

Please indicate the degree of your agreement or disagreement by giving only ONE response. I am interested in how you feel and we want to know which response best represent you.

1 = Strongly Disagree              2 = Disagree              3 = Undecided/I don't know

4 = Agree                              5 = Strongly Agree

Question	Degree of Agreement				
	1	2	3	4	5
<b>General Passion</b>					
I like volleyball.					
Volleyball is important to me.					
Volleyball is my passion.					
I spend a lot of time to participate in volleyball activities.					
<b>Harmonious</b>	1	2	3	4	5
Volleyball is in harmony with other activities in my life.					
The new things that I discovered about volleyball allow me to appreciate it even more.					
Volleyball reflects the qualities I like about myself.					

Volleyball allows me to live a variety of experiences.					
Volleyball is well integrated in my life.					
Volleyball is in harmony with other things that are a part of me.					
<b>Obsessive</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I have difficulties controlling my urge to participate in volleyball activities.					
I have almost an excessive feeling for volleyball.					
Volleyball is the only thing that really turns me on.					
If I could, I would only participate in volleyball activities.					
Volleyball is so exciting that I sometimes lose control over it.					
I have the satisfaction that volleyball controls me.					

#### Section 4. Loyalty for Team

Please indicate the degree of your agreement or disagreement by giving only ONE response. I am interested in how you feel and we want to know which response best represent you.

1 = Strongly Disagree

2 = Disagree

3 = Undecided/I don't know

4 = Agree

5 = Strongly Agree

<b>Question</b>	<b>Degree of Agreement</b>				
<b>Attraction</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Participating in my favorite team's activities is one of the most enjoyable things that I do.					
Participating in my favorite team's activities is important to me.					

Participating in my favorite team's activities interests me.					
Participating in my favorite team's activities is pleasurable.					
I really enjoy participating in my favorite team's activities.					
<b>Psychological commitment</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I am a committed fan of my favorite team.					
I am the biggest fan of the team.					
I am a loyal supporter of my favorite team.					
Win, lose or draw I'm a loyal fan of my favorite team.					
<b>Attitudinal Loyalty</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I could never switch my allegiance from my favorite team even if my close friends were fans of another team.					
It would be difficult to change my beliefs about my favorite team.					
I would still be committed to my favorite team regardless of the lack of physical skill among the players.					
<b>Behavioral Loyalty</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I have often attended the games of my favorite team live in the stadium. / I will often attend the games of my favorite team live in the stadium.					
I have often followed reports about my favorite team's players, coaches, managers etc. in the media. / I will often follow reports about my favorite team's players, coaches, managers etc. in the media.					
I have purchased a lot of club-related merchandise.					

/ I will purchase a lot of club-related merchandise.					
I have often participated in discussions about my favorite team. / I will often participate in discussions about my favorite team.					

### Section 5. Spectator Involvement

Please indicate the degree of your frequency by giving only ONE response.  
I am interested in how you feel and we want to know which response best represent you.

1 = never      2 = rarely      3 = sometime      4 = often      5 = always

Question	Degree of Frequency				
	1	2	3	4	5
<b>Positive behavior</b>					
I wear team colors					
I paint face or make sign					
I wear team's accessories (hair band/wrist band, pin, cap...)					
I put team's name or team flag on vehicle					
I am waving the flag during the competition					
I dance during the competition					
I love to be on screen					
I cheer for the team, regardless of my performance					
I'm willing to take photos with players					
I'm willing to ask players for signing					
I'm willing to give players gift					
<b>Negative behavior</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I make opponent's fan angry					
I shout at players/coaches or yell obscenities to opponent's team					



I feel hatred toward other team or players					
I go into the fighting with opponent fans					
I've broken facility after I regretted or disappointed					
I throw the garbage into the court when I got angry					

## Part 6. Consumer behavior

Please choose the answer that you do or would like to do

### 6.1 I spend for ticket

- ☐ 300 THB ☐ 500 THB

### 6.2 I spend on team merchandise

- ☐ Less than \$10 ☐ \$10 – \$20 ☐ \$21 THB – \$35  
☐ \$36 – \$50 ☐ More than \$50

### 6.3 I buy

- ☐ National Jersey ☐ Volleyball  
☐ Cheering Cloth ☐ VNL Cap  
☐ Key Chain

## Appendix 2: Thesis Approval Letter



SEOUL  
NATIONAL  
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DREAM  
TOGETHER  
MASTER  
Global Sport Management  
Graduate Program

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July 9, 2018

Student Name: Sukritha Yongwanichkultana

Student Number: 2017-23227

Dear Sukritha,

### Advancement to Master's degree candidacy

I am delighted to inform you that you are successfully passed the Thesis Submission Qualification Exam.

I wish you the very best for your thesis work, and I look forward to the conferral of your master's degree.

Yours Sincerely,

Joon-ho KANG

Director, Dream Together Master  
Professor, Global Sport Management Graduate Program, Department of  
Physical Education  
Seoul National University

국문초록

# 태국 이성애자와 성소수자간의 스포츠 관람 태도 비교

수크리타

글로벌 스포츠매니지먼트 전공

체육교육과

서울대학교 대학원

본 연구는 2018년 태국에서 개최된 발리볼 네이션스 리그 이벤트에 참여한 남성그룹, 여성그룹, 그리고 LGBT그룹 간에 참여 태도를 기반으로 유사한 점과 다른 점을 비교하는데 목적을 두고 있다. 연구 샘플로는 2018년 6월 5일부터 7일까지 태국에서 개최된 발리볼 네이션스 리그 이벤트를 참여한 관람자들이다. 연구 참여자에게 그들의 스포츠 참여태도를 측정할 수 있는 질문들을 배포하였다. 참여태도 측정을 위해 배구에 대한 열정, 팀 충성도, 관

중 관여도, 돈 소비 관련 변인들을 사용하였다. 남성그룹, 여성그룹, 그리고 LGBT그룹간에 차이는 변인들 사이에서 볼 수 있다. 각 성 그룹간의 특징은 스포츠 참여 예상을 하는데 있어서 중요한 요소이다. 스포츠 참여태도는 열정에 대한 포괄적 이해와 연관이 있다. 본 연구의 결과는 앞으로 남성, 여성, 그리고 LGBT 관람객에 관한 효율적인 접근성을 높일 수 있다. 이렇게 운영자나 기획자들은 관람객을 더 많이 끌어 성공적인 이벤트를 개최 할 수 있다.

---

**키워드:** LGBT, 감정, 팬 충성도, 관람태도, 팬 관여도, 자기표현, 열정

학 번: 2017-23227